2020 Census

Influencer Marketing

U.S. Census Bureau
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December 11, 2020

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Influencer Marketing

For the 2020 Census campaign, influencer marketing and site direct buys were identified as important methods through which we could reach specific audiences with relevant messaging using a unique voice aligned with that audience and different from the messaging coming from official US Census Bureau channels of communication.

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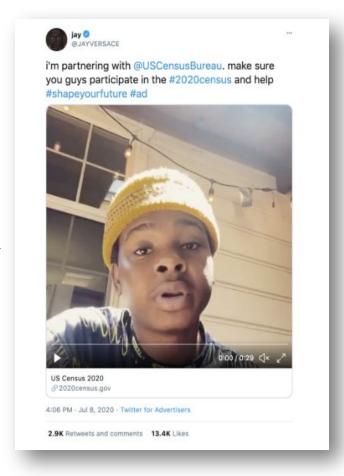START HERE >

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Strategy

❖ For influencer marketing, this meant reaching the followers of established social media personalities who could amplify key messaging of the 2020 Census in their own voice to their existing followers, providing substantial reach of campaign messaging based on the popularity of the influencers selected

❖ We focused on reaching the young and mobile population, which was in and of itself a hard to count population, with a specific focus on hard to count subsets of that population, such as young black men and English-speaking Hispanics

❖ For site direct buys, this meant working with established content publishers to develop engaging content in the style and tone of their other content to appeal to their established audience, as well as their social media followers

❖ We aimed to reach a variety of audiences through partnerships with niche publications, such as Vice and Buzzfeed, and by working with more broad publications, like USA Today.

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Outcomes

❖ Much of our efforts around site direct and influencer marketing took place during the motivation phase of the campaign, where we could best leverage the expanded reach of our messaging and provide content focused on the direct action of completing the 2020 Census

❖ Content creation was done in close partnership with the Census Bureau, but as a key component of success was the authentic voice of the publications and influencers we partnered with, creative direction and execution was led by vendors and influencers

❖ Both our site direct and influencer marketing efforts proved to be successful tactics for the 2020 Census campaign, particularly in raising awareness and driving response rates

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Examples

Buzzfeed: [The Census Explained by Puppies and Kittens](#):

- Earned a total of 8,668,100 impressions, which was well over the guaranteed number of impressions (5,290,323).
- Surpassed average video completion rate by 2.3X with a 6.1% completion rate, well over the average 2.6% completion rate.

Vice: [Count Us In](#):

- Surpassed our performance goals by 100%, with 22.9 million impressions and 4.6 million video views.

Twitter Arthouse Influencers:

- 45 million impressions, and 5 million link clicks
- CTR of 11.4%, which is 3.3X higher than industry benchmark of 3.4%

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Questions?

U.S. Census Bureau

Social Media Team

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